

## Claims

What is claimed is:

1. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
  - a first adhesive layer configured for affixing the apparatus to the first animal;
  - an indicator layer; and
  - a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal.
2. The indicator of claim 1 further including a second adhesive layer positioned over the floodcoat layer and a liner positioned over the second adhesive layer.
3. The indicator of claim 1 wherein the floodcoat layer is removably affixed to the indicator layer by a peel off configuration.
4. The indicator of claim 1 wherein the floodcoat layer configured to be removed from the indicator layer via friction.

5. The indicator of claim 1 wherein the indicator layer is a vinyl layer.
6. The indicator of claim 1 wherein the indicator layer is a crystal foil.
7. The indicator of claim 1 wherein the floodcoat layer is adapted to be removed only upon the application of a predetermined pressure caused by a second animal mounting the first animal.
8. An apparatus for supplying a plurality of estrus indicators apparatuses adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
  - a plurality of estrus indicators wherein each indicator further comprises a first adhesive layer configured for affixation to the first animal, an indicator layer, and a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal; and
  - a base for holding the plurality of indicators;
  - wherein the plurality of indicators are configured as a single sheet.
9. The apparatus of claim 8 wherein the base is a cylinder and the sheet is rolled on the cylinder.
10. The apparatus of claim 9 wherein the plurality of indicators are separated by a perforation between each adjacent indicator.

11. The apparatus of claim 9 wherein the plurality of indicators are configured for separation by cutting the sheet into indicators sized as desired.

12. The apparatus of claim 8 wherein the base is a planar surface.

13. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:

a first adhesive layer having a top surface and a bottom surface, the adhesive layer being configured for affixing the apparatus to the first animal;

a removable liner attached to the bottom surface of the adhesive layer;

a crystal foil indicator layer having a top surface and a bottom surface, the indicator layer being positioned on the top surface of the adhesive layer; and

a floodcoat layer removably affixed to the indicator layer and adapted for peel off removal upon the application of a predetermined amount of pressure as applied by a second animal upon mounting of the first animal by the second animal.

14. An apparatus for supplying a plurality of estrus indicators apparatuses adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:

a plurality of estrus indicators wherein each indicator further comprises a first adhesive layer configured for affixation to the first animal, an indicator layer, and a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal; and

a cylinder for holding the plurality of indicators;

wherein the plurality of indicators are configured as a single sheet, the sheet being rolled on the cylinder to produce a roll of indicator layers wherein the indicator sheet may be cut into indicators sized as desired.